

Application No.: 10/553,901
Amendment Dated: December 1, 2008
Reply to Office Action of: September 2, 2008

MAT-8768US

Remarks/Arguments:

Claims 1-19 are pending in the above-identified application. Claim 1 is amended. Accordingly, claims 1-19 are presented for reconsideration.

Claims 1-8 and 11 were rejected under 35 U.S.C. § 103 (a) as being obvious in view of Yasukawa et al. and Wang et al. Claim 1 is amended to recite features neither disclosed or suggested by the prior art, namely:

... disposing the program information at a position conforming to a first related value about the X-axis attribute and a second related value about the Y-axis attribute ...

... wherein the program information storing means stores ...

... at least the first related value about the X-axis attribute and the second related value about the Y-axis attribute, **each related value numerically expressing a respective degree of relation**...(Emphasis added).

Applicants' exemplary embodiment stores a first attribute 303 (i.e. SF) and a second attribute 304 (i.e. Action) corresponding to a program 302 (i.e. Cosmos Wars). Each attribute may then be plotted on the X-axis and Y-axis of a scatter diagram, respectively. Further, **each attribute has a related value** (i.e. 70, 20 for Cosmos Wars) (Fig. 3). For example, first attribute 303 (SF) may be plotted about the X-axis of the scatter diagram. Second attribute 304 (Action) may be plotted about the Y-axis of the scatter diagram. (Fig. 4). The program Cosmos Wars may, therefore, be plotted as icon 421 corresponding to related value (70) for first attribute 304 (Action) about the X-axis and related value (20) for second attribute 304 (Action) on the Y-axis of the scatter diagram. That is the program information storing means 101 stores at least the first related value (70) about the X-axis attribute (SF) and the second related value (20) about the Y-axis attribute (Action) with **each related value (70, 20) numerically expressing a respective degree of relation**. Thus, claim 1 is amended to recite, "... **each related value numerically expressing a respective degree of relation**."

By contrast, Yasukawa et al. only discloses storing **one related value numerically expressing a respective degree of relation (%)** corresponding to an

attribute (audience rating). Yasukawa et al. displays programs according to attributes (i.e. Type, Audience rating) along an X-axis and Y-axis, as shown at Figs. 5A to 5C. The only attribute disclosed which has a related value numerically expressing a respective degree of relation (%) is the audience rating attribute, (from 5% to over 30%), as shown at Fig. 5C. Therefore, although Yasukawa et al. discloses that "any attribute information (i.e. Audience Rating, Type) can be used as the two-axes attributes" at Col. 10, lines 4-5, Yasukawa does not disclose multiple related values numerically expressing a respective degree of relation for multiple respective attributes. That is, no matter how the attributes were plotted on the X-axis and Y-axis in Yasukawa et al., only one related value could be displayed on one axis because the only attribute disclosed which has a related value numerically expressing a respective degree of relation (%) is the audience rating attribute. A person of ordinary skill in the art would understand that the audience rating attribute in Yasukawa et al. would not be displayed on both axis. Thus, Yasukawa et al does not disclose "... **each related value numerically expressing a respective degree of relation,**" as recited in claim1.

Further, Yasukawa et al. does not disclose a scatter diagram of any kind. A person of ordinary skill in the art would understand that the diagrams in Figs. 5A-5C in Yasukawa et al. are not scatter diagrams. A scatter diagram is defined by Dictionary.com as "a graphic representation of bivariate data as a set of points in the plane that have Cartesian coordinates equal to **corresponding values of the two variates.**" (Emphasis added). As described above, the only attribute disclosed which has a related value numerically expressing a respective degree of relation (%) is the audience rating attribute. That is, Yasukawa et al. only discloses one numerical value corresponding to a single variable (Audience Rating). Accordingly, Yasukawa et al. does not disclose a scatter diagram for displaying **corresponding values of two variates** because there is only one corresponding numerical value to display.

Wang et al. discloses weighting values (i.e. 50%, 100%) for attributes of programs according to user characteristics. The weights are manually adjusted by the user. Wang et al. does not, however, disclose storing a first related value about an X-axis attribute and second related value about the Y-axis attribute, **each related value numerically expressing a respective degree of relation.** In fact, Wang et al. does

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not disclose any diagram having both X-axis and Y-axis attributes. That is, Wang et al. does not make up for the deficiencies described above with respect to Yasukawa et al. Therefore, neither, Yasukawa et al., Wang et al., nor their combination disclose or suggest the features of claim 1.

Thus, Applicants respectfully submit that claim 1 is allowable over the art of record. Claims 2-8 and 11 depend from claim 1. Accordingly, claims 2-8 and 11 are likewise allowable over the art of record.

Claims 9-10 were rejected under 35 U.S.C. § 103 (a) as being obvious in view of the combination of Yasukawa et al., Wang et al. and Matey. Applicants respectfully submit, however, that claims 9-10 are allowable because they depend from allowable claim 1.

Claims 12-19 were rejected under 35 U.S.C. § 103 (a) as being obvious in view of the combination of Yasukawa et al., Wang et al. and Bentolila. Applicants respectfully submit, however, that claims 12-19 are allowable because they ultimately depend from allowable claim 1.

In view of the foregoing amendments and remarks, Applicants submit that this Application is in condition for allowance which action is respectfully requested.

Respectfully submitted,



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